



# RENO MASTER PLAN UPDATE

## Community Meetings

July 25, 2017

# The Planning Process



May 2015 – Jan 2016

Setting the Stage

Feb – June 2016

1. Plan Foundations

July 2016 – Dec 2016

2: Focus Area Opportunities  
and Key Choices

UNDERWAY

3: Draft and Final Plan

Oct – Nov 2017

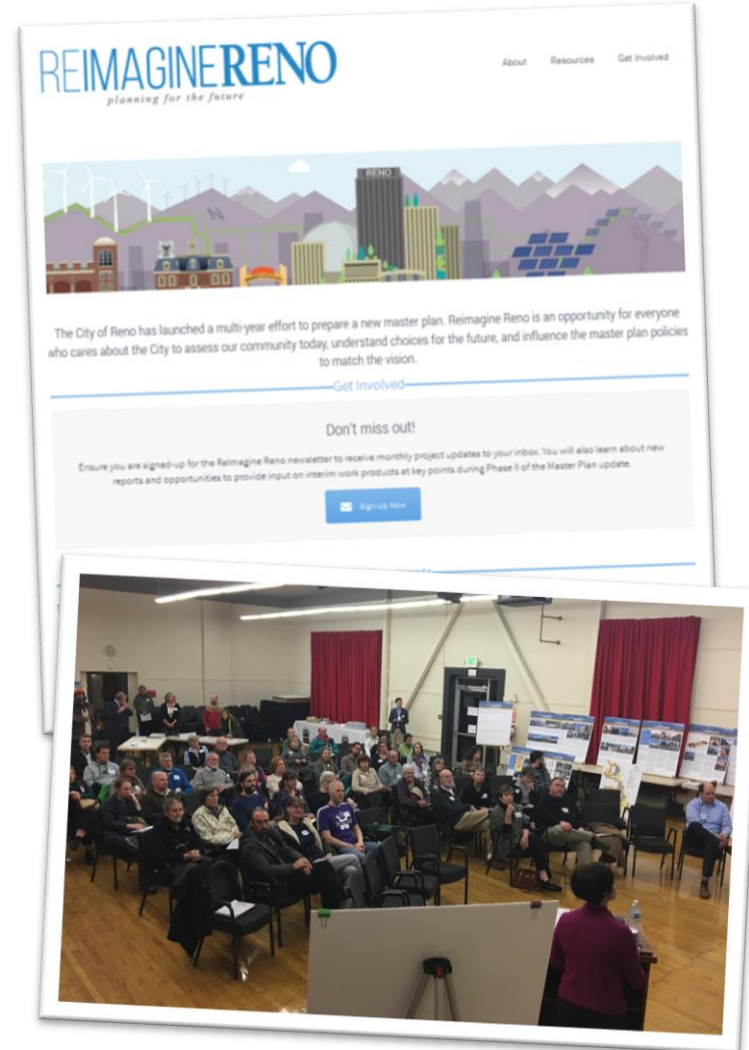
4: Plan Adoption



# Community Engagement to Date



- Over **6,000** people participated in Phase I visioning
- Over **2,600** people have participated in Phase II to date through web-surveys and in-person meetings
- **1,100 +** subscribers to monthly newsletters
- Ongoing coordination local and regional partners and targeted groups



# Parts of the Plan



**Plan Foundations**  
*(Complete)*



**Citywide Policies**  
*(Reviewed April)*



**Area-Specific Policies**  
*(Reviewed Feb)*



**Growth & Reinvestment**  
*(July Review)*



**Implementation Plan**  
*(July Review)*



**Appendices**  
*(In Progress)*

- Key plan concepts: Vision and Guiding Principles
- Organized by Guiding Principles and Goals
- Structure Plan, Design Principles
- Land Use Plan, Concurrency Management System
- Strategies/actions to support implementation of each goal
- Maps, technical reports, and other supporting information

# Guiding Principles



**Resilient local and regional economy**



**Well-connected city and region**



**Responsible and well-managed growth**



**Safe, healthy, and inclusive community**



**Thriving downtown and university district**



**Quality places and outdoor recreation opportunities**



**Vibrant neighborhoods and centers**



**Effective government**





# DRAFT IMPLEMENTATION PLAN

# Role of the Implementation Plan



Convey a clear commitment to the implementation of the Master Plan by:

- Setting realistic expectations
- Fostering a culture of collaboration
- Reinforcing the “cross-cutting nature of the guiding principles, goals, and policies
- Establishing a framework for monitoring progress overtime

## **EVERYONE PLAYS AN IMPORTANT PART...**

- City Council
- City Boards and Commissions
- City Departments/Specialists
- Other Boards and Districts
- Regional Partners
- State and Federal Partners
- Community Partners

# Implementation Plan Organization



- **Priority Initiatives**

- Near-term focus (1 to 2 years)
- Leverage ongoing efforts and available resources
- Advance goals and policies in more than one area of the Master Plan
- Reflect most pressing issues that emerged from community and stakeholder conversations

- **Implementation Strategies**

- Comprehensive list of strategies (near-term, longer-term, and ongoing)
- Organized by guiding principle

## TRACKING OUR PROGRESS

Review and update on an annual or biennial basis to:

- Monitor progress over time
- Refresh priority initiatives
- Review/refine timing of implementation strategies as needed
- Add new strategies as appropriate



# Priority Initiatives



## **Six focus areas** (in no particular order of importance):

- Develop a Targeted Affordable and Workforce Housing Strategy
- Align the Annexation and Land Development Code with the Master Plan
- Continue to Advance Implementation of the Downtown Action Plan
- Demonstrate the City's Commitment to Responsible and Well-Managed Growth
- Develop a City-Focused Economic Development Strategy
- Pursue Opportunities to Increase Flexibility and Available Tools for Funding and Financing Infrastructure and Services

# Priority Initiatives



## Develop a Targeted Affordable and Workforce Housing Strategy

- Seeks to advance the City's recent and ongoing efforts
- Intent to facilitate and incentivize the creation of affordable housing units for low income residents and attainable housing for the City's workforce
- Formal adoption recommended to help define desired outcomes/targets and guide the allocation of staff time and resources

### WHY ITS IMPORTANT

- Critical to quality of life and economic resilience
- Ongoing concern about rising housing cost, motel conversions, homelessness, and limitations in overall housing supply
- City has been exploring a variety of opportunities to address critical needs, but no formal strategy has been adopted



# Priority Initiatives



## Align the Annexation and Land Development Code with the Master Plan

- Targeted assessment to be completed as a first step following adoption
- Assessment will build on implementation strategies and outline recommended approaches that can be executed by City staff as part of a broader Annexation and Land Development Code update
- Includes identification of barriers to be removed and new tools or mechanisms to achieve the intent of the Master Plan

### WHY ITS IMPORTANT

- Implementation of Land Use Plan and Design Principles (and a number of policies) is dependent upon supporting regulations
- NRS requires alignment between master plan and zoning; process must be initiated within one year of master plan adoption



# Priority Initiatives



## Continue to Advance Implementation of the Downtown Action Plan (DTAP)

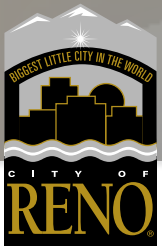
- Supports efforts to implement the more programmatic aspects of the DTAP
- Highlights additional strategies related to zoning and infrastructure-related considerations in downtown

### WHY ITS IMPORTANT

- Downtown revitalization central to the community's vision
- DTAP serves as a more tactical guide to addressing community concerns public safety, regarding blight, homelessness, and others
- DTAP also provides a framework for targeted physical improvements and overall patterns of development in DT districts



# Priority Initiatives



## Demonstrate the City's Commitment to Responsible and Well-Managed Growth

- Numerous actions to:
  - Further incentivize infill and redevelopment in priority areas
  - Ensure future greenfield development is consistent with the goals and policies of the master plan
  - Support the City's sustainability initiatives
- Requires the City to initiate discussions with regional partners on multiple fronts

### WHY ITS IMPORTANT

- Many of the land use patterns within the City's sphere of influence have been largely set by past decisions
- Goals and policies of the master plan convey the community's desire for the City to play a more proactive role in promoting a fiscally responsible and sustainable pattern of development in the future





# Priority Initiatives



## Develop a City-Focused Economic Development Strategy

- Build on regional initiatives and Master Plan goals and policies to:
  - Identify roles and responsibilities in coordination with regional partners
  - Tailor target industries priorities and supporting land area to better reflect City's economic development vision

### WHY ITS IMPORTANT

- City currently works with EDARN and GOED on economic development activities but lacks a strategy to define how regional strategies should be applied at the local level
- Master Plan goals and policies (and Land Use Plan) provide a foundation, but additional work is needed to define and execute the City's strategy



# Priority Initiatives



## Pursue Opportunities to Increase Flexibility and Available Tools for Funding Infrastructure and Services

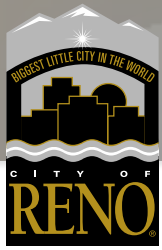
- Active pursuit of potential changes to State Statute for the purposes of increasing flexibility and available tools for funding and financing infrastructure and services
- Immediate focus on changes to regulations regarding impact fees and property tax depreciation

### WHY ITS IMPORTANT

- Due to State Statutes, tools available for funding and financing infrastructure and services are limited
- Limitations in tools that do exist hinder their usability; as a result City is more reliant on new development/vulnerable to economic downturns
- These challenges and a general lack of revenue for improvements to existing infrastructure and public service provision have caused the City to leave many needs unfunded/unimproved.



# Implementation Strategies



## Organized by Guiding Principle and Goal

Strategy	Responsibility	Timing	Resources
<b>GP 1: RESILIENT LOCAL AND REGIONAL ECONOMY</b>			
<b>1.1: Build strong partnerships and encourage local and regional collaboration on economic development initiatives</b>			
<b>IMP-1.1a.</b> Develop an near-term economic development strategy for the City of Reno that: <ul style="list-style-type: none"><li>• Focuses on community development;</li><li>• Identifies roles the City can and should play to support local and regional efforts;</li><li>• Identifies and prioritizes investments in infrastructure and amenities in Reno's employment areas; and</li><li>• Identifies target industries that support and complement EDAWN's target industries and provide greater focus for City efforts and align with the Master Plan's vision and goals.</li></ul>	<b>Lead:</b> City Manager's Office <b>Partners:</b> Economic Development and Redevelopment, Community Development, Public Works	Near-term	Staff time, Regional collaboration, Outside support/ funding (if needed)
<b>IMP-1.1b.</b> Expand capacity within the City to develop, implement, and manage the City's economic development plan and initiatives.	<b>Lead:</b> City Manager's Office <b>Support:</b> Economic Development and Redevelopment	Near-term	Staff time

Timing (near-term, ongoing, longer-term)

Resources needed

Group responsible for initiating/supporting implementation

# Implementation Strategies



- Other key strategies to support goals and policies related to:
  - Local food policy
  - Historic preservation
  - Arts and culture
  - Sustainability
  - Pedestrian and bicycle connectivity
  - Regional coordination
  - Neighborhood reinvestment
  - And many more!







# DRAFT GROWTH & REINVESTMENT FRAMEWORK



# Growth & Reinvestment Framework



- Tool to guide decisions
  - How and where City grows
  - Infrastructure and services to support new growth
- Works in tandem with citywide policies

## RELATIONSHIP TO CURRENT MASTER PLAN ELEMENTS

Incorporates key components of a number of plan elements:

- Population Plan
- Land Use Plan
- Public Services, Facilities, and Infrastructure Plan
- Open Space Plan
- Conservation Plan

# Factors Influencing Growth



- Population growth
  - Estimate 301,068 by 2036
  - Increase of approximately 62,000 people
- Housing and employment gaps and needs
- Existing entitlements
- Need to balance infill/redevelopment with greenfield development



# Growth & Reinvestment Framework



- Two key elements
  - Land Use Plan
  - Concurrency Management System



# Objectives for Updated Land Use Plan

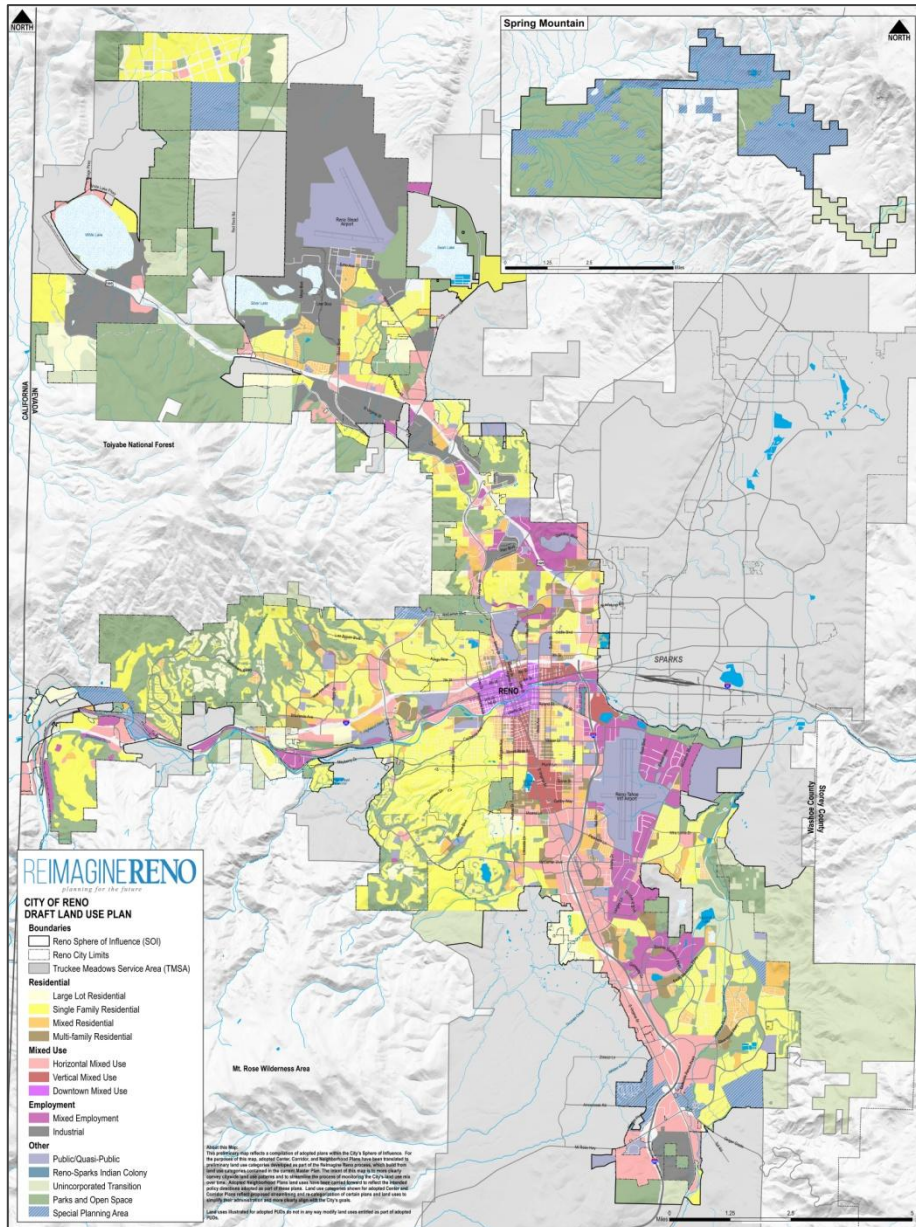
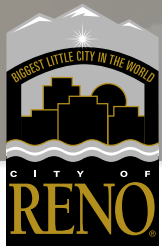


- Convey “big picture” view of mix and distribution of planned land uses
- Support the tracking of citywide land demand and capacity analysis, now and in the future (residential and employment)
- Address compatibility concerns such as urban/rural interface issues, context-sensitive infill and employment land viability

Proposed Land Use Categories
Large Lot Neighborhood
Single-Family Neighborhood
Mixed Neighborhood
Multi-Family Neighborhood
Suburban Mixed-Use
Urban Mixed-Use
Downtown Mixed-Use
Mixed Employment
Industrial
Public/Quasi Public
Unincorporated Transition
Parks, Greenways and Open Space



# Draft Land Use Plan



- Reflects translation of existing land use categories based on:
  - Underlying zoning
  - Neighborhood plans
  - Adopted PUD/SPD handbooks
- Planning Commission evaluating input for recommendation to Council with adoption draft

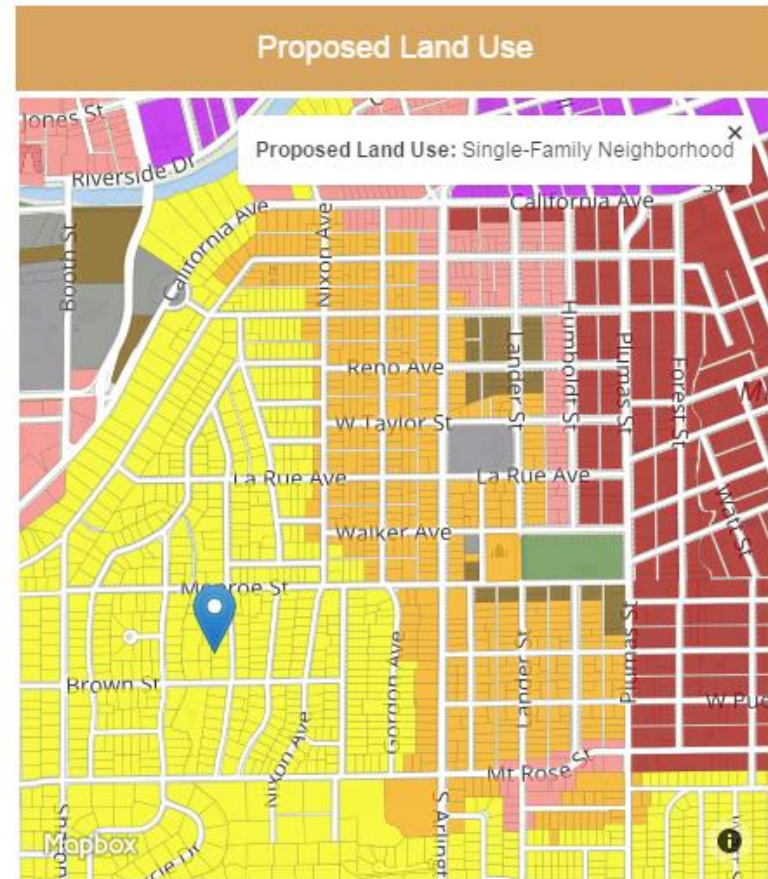
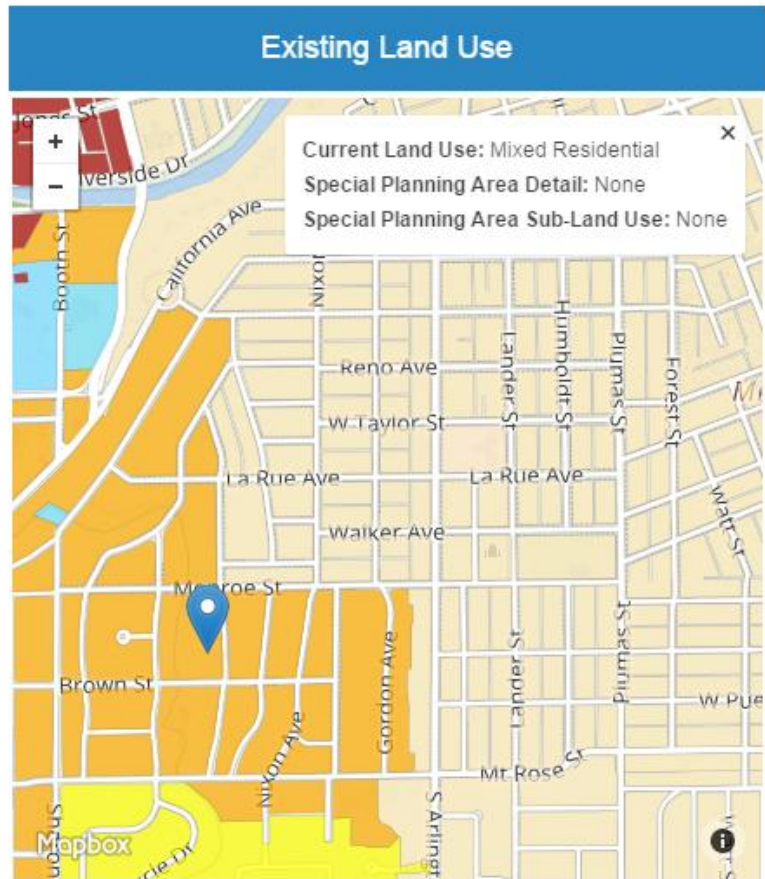


# Land Use Plan Feedback



## Comparison map at [Reno.Gov/ReImagineReno](https://Reno.Gov/ReImagineReno)

265 Bret Harte Ave, Reno, NV 89509, USA



Open through August 25

# Concurrency Management



- Concurrency Requirements
  - Steps and/or conditions to demonstrate capital facilities will be in place for new development
  - Water, wastewater/sewer, flood control, police, fire, parks and recreation facilities
- Level of Service Targets
  - Guide decisions about types of infrastructure and services needed
  - Inform development review and long-range planning efforts

## UPDATES FROM CURRENT MASTER PLAN

- Consolidated information for ease of use
- Targeted revisions to clarify distinction between *requirements* and *targets*
- Updates to *targets* to reflect citywide policy direction and current practice
- New *Responsibilities for Infrastructure Provision* table added as a quick reference



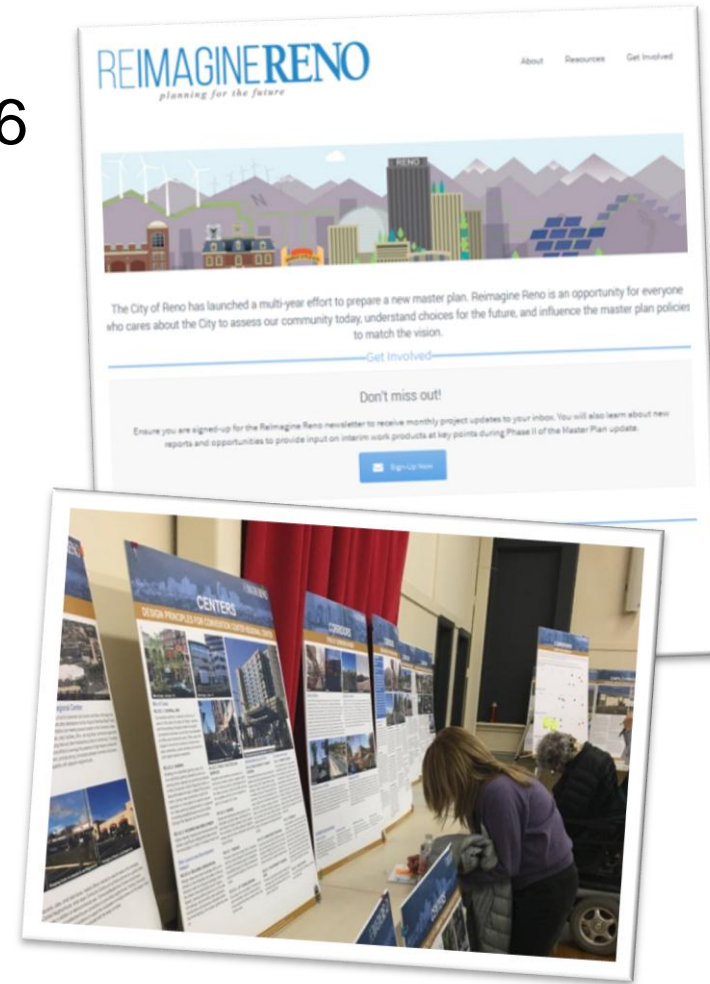
# NEXT STEPS



# Community Input Opportunities



- **July 26:** Community Meeting
- **July 27:** Joint Leadership Update #6
- **August 2017:** Neighborhood Meetings
  - One meeting in each City ward
- **Online survey** available for review online through August 25th
- **Land Use Plan map** available for review online through August 25<sup>th</sup>
- **October/November 2017:** Plan Adoption



[www.reno.gov/reimagereno](http://www.reno.gov/reimagereno)

# Tentative Dates: Plan Adoption



- Planning Commission:  
**October 18**
- City Council:  
**November 8**





# Open House Format



- Review summary materials at individual stations
- Project team on hand for individual questions
- Seeking input on implementation strategies (priority initiatives in particular!)



Use the dots provided to indicate general level of support—or provide specific suggestions using sticky notes available at each station

# REIMAGINE RENO

*planning for the future*

